C175-1

# Broadcasting Jul 15

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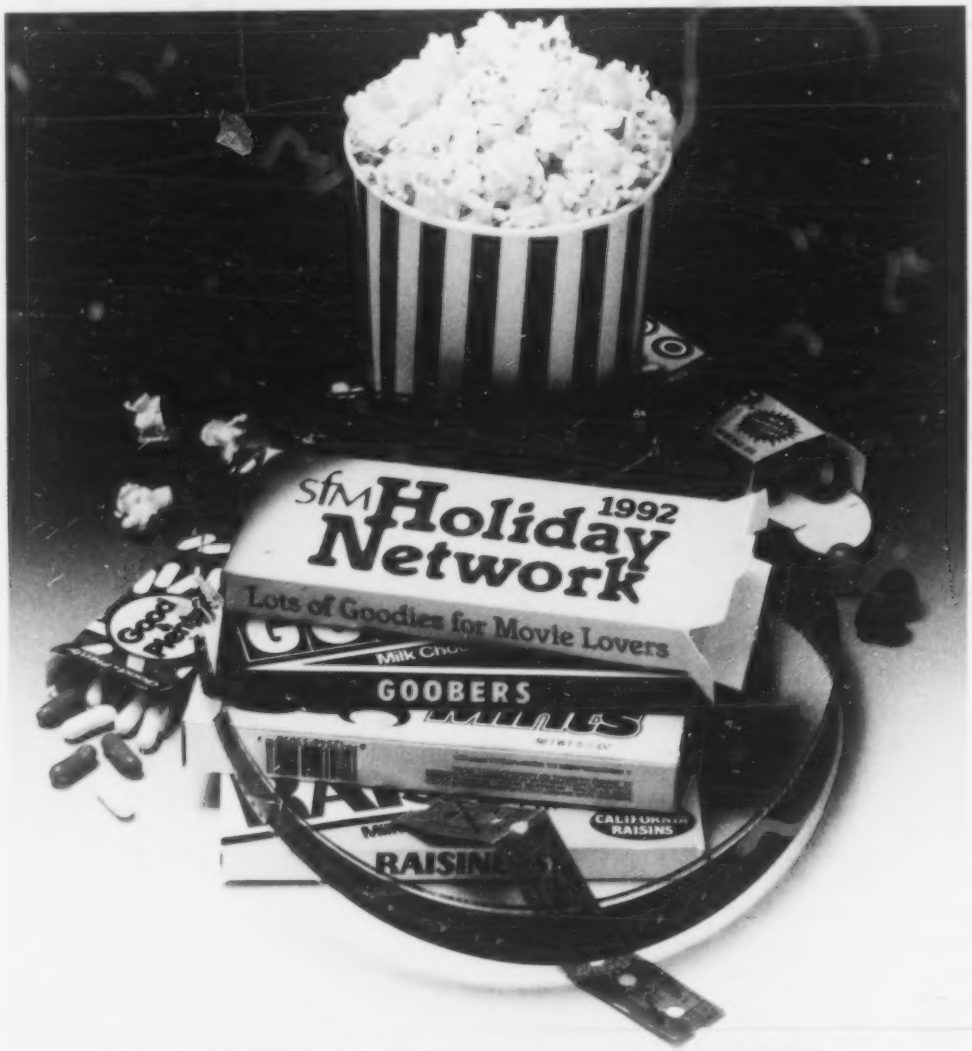
**TELEVISION / 20**
*ABC renovates, enlarges 'Home'; New arrival at Fox: 'Muppet Babies'*

**RADIO / 36**
*Broadcasters divided over issue of foreign ownership of broadcast properties*

**WASHINGTON / 29**
*CBS, NBC appeal fin-syn rules at FCC; ABC challenges rules in court*

**BUSINESS / 32**
*Accountants to study Hollywood bookkeeping; Renaissance goes public*

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BAD NEWS TRAVELS FAST

# THIS WEEK

### 11 / UPFRONT WOES

Fresh from 10%-15% price reductions in network upfront market, advertisers and agencies are turning to cable and syndication markets with expectation of similar deals. Some syndicators and cable networks are resisting price cuts, others appear resigned to equation that as broadcast networks go, so goes the competition.

### 12 / ABC EXPANDS, CONTRACTS

ABC will go ahead with its planned overnight anchored news program, *World News Tonight*. Affiliates will not have to pay for the service, but the network will retain 60% of advertising time in the program. But even while it was expanding its news coverage, the division was announcing layoffs of as many as 100 staffers, as well as other budget-cutting measures, including the closing of its Rome and St. Louis bureaus and switching from Beta to 3/4-inch equipment.

### 13 / FCC TAKES DEREG STEP

In the wake of the so-called Pepper Paper, the study by the FCC's Office of Plans and Policy, the commission last week invited TV broadcasters to provide information on how FCC rules should be changed to improve their competitive position. There is "much less scarcity" and a "lot less concentration of power" than when the FCC broadcast TV regulations were adopted, FCC Chairman Al Sikes said last week. "It is time to take a look at the rules in relationship to that reality," he concluded.

### 15 / S. 12 SLIPPAGE

Full calendar, nomination of Clarence Thomas to Supreme Court and prospect of increased cable lobbying will likely push back timetable for Senate action on cable reregulation legislation.

### 16 / HIGHEST BIDDER

House Telecommunications Subcommittee will hold hearings in September to consider bill that proposes spectrum auctions rather than lotteries or comparative hearings for planned reallocation of 200 MHz of government-controlled spectrum to private use.

### 17 / WIRELESS WORLD

Wireless Cable Association President Robert Schmidt told BROADCASTING last week that his industry "will carry" all broadcast signals, and talked of other potential synergies with broadcasting, including increased pay-per-view opportunities. Schmidt said industry still faces problems from perception created by difficulties encountered by showcase systems in several major markets, but added that other major obstacles, including channel capacity, limited range and dependence on line of sight, have been repaired by new FCC rules.

### 18 / PACKAGE PROBLEMS

Warner Bros. hopes to sell *Midnight Caller* to USA Network along with some films from its Volume 30 movie package. One hitch may be that Volume 30 titles are supposedly in hands of Lifetime/Chris-Craft partnership.

**CBS News correspondent Richard Schlesinger discusses case with Judge Herbert Exarhos on premiere of CBS's 'Verdict' (page 22).**

### 19 / DIGITAL DIVIDE

It has been a year since Panasonic delivered its first digital signal processing cameras (DSP). Although some broadcasters say technology is advance over tube or analog charge-coupled devices, manufacturers are split over how soon market for DSP cameras will emerge, with Ikegami currently producing its own DSP camera and Sony and Hitachi still researching the technology.

### 20 / NEW 'HOME'

After month-long evaluation of struggling *Home Show*, ABC has spared the ax and given its daytime offering a new lease on life, including format and staff changes and expansion by half hour beginning today (July 15). Former *Today* show executive producer, Marty Ryan, is running the show and says he plans to take it in a more issue-oriented direction.

### 21 / 'MUPPET BABIES' JOIN FOX FAMILY

The Fox Children's Network has secured the broadcast rights to the *Muppet Babies* from Jim Henson Productions, creating an hour block of children's programing—with its *Peter Pan and the Pirates*—for weekday

mornings for the 1991-92 season. Odd man out appears to be Claster Television, which had distributed animated half-hour since 1989. Under terms of the deal, Fox will have 65 episodes available for stripping, plus another 19 should Fox renew the contract beyond its initial year. The deal follows closely on the heels of Fox's expanded arrangement with Warner Bros. Domestic Television for kids product, including *Tiny Toon Adventures* and *Merrie Melodies*.

### 22 / MORE WITH LESS

News divisions have had to cut costs and staff in light of tough times at the networks. The other side of that coin, however, is that the economic pinch has opened up opportunities for new programing both in prime time and in various relatively uncharted dayparts for news divisions, which can produce programing at half the cost of prime time entertainment fare.

### 23 / 'DA' TO 'DALLAS'

The saga of the Ewing clan is a hit in the Soviet Union. That country's national television network, Gosteleradio, appears to have deal with *Dallas* overseas distributor Worldvision for the first three seasons of the series. Soviets are also said to be close to a deal with Hanna-Barbera.

### 26 / WARNER STUDY FINDS TASTE FOR ACQUIRED PROGRAMS

A study of eight basic cable networks shows that the highest rated entertainment programs for the first quarter of 1991 were largely acquired product, rather than original programing. Warner is looking to maintain the health of the cable market for hour dramas, theatricals and off-network series and movies. Not all cable services agree with the contention that acquired programing automatically brings in higher rates.

### 29 / FIN–SYN BEGIN AGAIN

The seemingly endless saga of the FCC's revised financial interest and syndication rules continued last week. CBS and NBC filed petitions for reconsideration, blasting the rules as "illogical," unconstitutional and counterproductive, while the Coalition to Preserve the Financial Interest and Syndication Rule, joined by producers and INTV, argued that the rules should be tightened. Meanwhile, ABC was challenging the rules in the U.S. Court of Appeals (CBS and NBC are expected to join it if the FCC does not significantly relax them).

### 30 / DEBATING CABLE DEFINITIONS

At a House subcommittee hearing last week, MMDS operators argued that a U.S. Copyright Office preliminary finding, that wireless cable did not fit the definition of a cable system as regards compulsory license, would cripple industry. Subcommittee generally agreed that Copyright Office had misinterpreted Copyright Act of 1976 in confining its "other communications channels" to wired media, rather allowing phrase to encompass "new technologies," such as MMDS.

### 32 / HOLLYWOOD AUDIT

The American Institute of Certified Public Accountants is forming a task force to study the way entertainment companies keep their books in an effort to standardize practices such as how much revenue to project from a film or TV series and when projections of different revenue sources can be included. Although the findings aren't binding, they could lead to changes in the recording of revenue, costs and, thus, earnings.

### 35 / RENAISSANCE OFFER

One of country's largest independent groups is making a $40 million public stock offering through Salomon Brothers. Company will use money to pay off debt and interest-paying preferred stock. Additional reason for offering may be to ease partial liquidation of existing stock and warrant holdings.

### 36 / RADIO QUID PRO QUO

U.S. interest in European and other international markets has raised

**WCA's Robert Schmidt looks at wireless world (page 17).**

question of whether international interests should be allowed to increase their investment in U.S. properties. BROADCASTING talked to some radio executives and got a mixed reaction over whether the increased infusion of capital would be a salvation or a sellout.

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# RATINGS ROUNDUP

| | | 7:00 PM | 7:30 PM | 8:00 PM | 8:30 PM | 9:00 PM | 9:30 PM | 10:00 PM | 10:30 PM |
|---|---|---|---|---|---|---|---|---|---|
| MONDAY 7/1 | ABC 6.5 / 12 | | | MACGYVER (42) [8.0 / 16] 7.6 / 16 | 8.4 / 16 | ABC MINI SERIES—NAPOLEON AND JOSEPHINE II (64) [5.7 / 10] 5.5 / 10 | 5.4 / 9 | 5.6 / 10 | 6.2 / 12 |
| | CBS 11.2 / 21 | | | MAJOR (36) DAD 8.4 / 17 | FAMILY (27) MAN 8.8 / 17 | MURPHY (5) BROWN 12.2 / 22 | DESIGNING (1) WMN. 13.0 / 23 | NORTH. EXPOSURE (3) [12.4 / 23] 12.5 / 22 | 12.4 / 23 |
| | NBC 8.7 / 16 | | | FRESH (22) PRINCE 9.7 / 20 | IN THE (32) HOUSE 8.5 / 16 | NBC MONDAY NIGHT MOVIE—MAN AGAINST THE MOB (32) [8.5 / 15] 8.4 / 15 | 8.2 / 14 | 8.7 / 15 | 8.7 / 16 |
| | FOX 5.7 / 11 | | | FOX NIGHT AT THE MOVIES—K-9000 (64) [5.7 / 11] 5.0 / 10 | 5.2 / 10 | 6.2 / 11 | 6.4 / 11 | | |
| TUESDAY 7/2 | ABC 7.5 / 14 | | | WHO'S THE (25) BOSS 9.3 / 19 | ROSEANNE (18) 10.0 / 19 | ABC MINI SERIES—NAPOLEON AND JOSEPHINE III (58) [6.4/ 12] 6.6 / 12 | 6.3 / 12 | 6.3 / 12 | 6.4 / 13 |
| | CBS 9.0 / 17 | | | RESCUE 911 (18) 10.0 / 20 9.5 / 20 | 10.5 / 20 | CBS TUESDAY NIGHT MOVIE— WINDMILLS OF THE GODS I (32) [8.5 / 16] 9.0 / 17 | 8.1 / 15 | 8.6 / 16 | 8.4 / 17 |
| | NBC 10.9 / 21 | | | MATLOCK (18) [10.0 / 20] 9.3 / 19 | 10.7 / 21 | HEAT OF THE NIGHT (4) [12.3 / 23] 11.8 / 22 | 12.9 / 24 | LAW AND ORDER (15) [10.3 / 20] 10.3 / 19 | 10.3 / 20 |
| WEDNESDAY 7/3 | ABC 6.6 / 14 | | | WONDER (45) YEARS 7.4 / 17 | DANGER (64) TEAM 5.7 / 13 | DOOGIE (46) M.D. 7.1 / 15 | MAN IN (52) FAMILY 6.7 / 14 | EQUAL JUSTICE (59) [6.3 / 13] 6.3 / 13 | 6.3 / 13 |
| | CBS 7.0 / 15 | | | ROCKY & (80) BULL. 4.2 / 10 | FAMILY (77) MAN 4.7 / 11 | CBS SPECIAL MOVIE— WINDMILLS OF THE GODS II (38) [8.3 / 17] 7.1 / 15 | 7.9 / 17 | 8.7 / 18 | 9.3 / 19 |
| | NBC 9.5 / 20 | | | UNSLVD. MYSTERIES (7) [11.3 / 26] 10.7 / 25 | 11.9 / 27 | NIGHT (26) COURT 9.2 / 20 | SEINFELD (40) 8.2 / 17 | QUANTUM LEAP (36) [8.4/ 17] 7.6 / 16 | 9.2 / 19 |
| THURSDAY 7/4 | ABC 5.2 / 14 | | | FATHER DOWLING (68) [5.5 / 14] MYSTR. 5.3 / 14 | 5.7 / 15 | GABRIEL'S FIRE (77) [4.7 / 12] 4.3 / 11 | 5.2 / 13 | KOPPEL REPORT (70) [5.4 / 14] 5.3 / 13 | 5.6 / 14 |
| | CBS 5.2 / 14 | | | GREAT AMERICAN CELEBRATION (75) [4.9 / 13] 4.8 / 13 | 5.1 / 13 | 4.6 / 12 | 5.0 / 12 | BOB SIMON/BAGHDAD (64) [5.7 / 15] 5.8 / 15 | 5.7 / 15 |
| | NBC 7.1 / 18 | | | COSBY (49) 6.8 / 18 | DIFFERENT (49) WORLD 6.8 / 18 | CHEERS (32) 8.5 / 22 | WINGS (48) 6.9 / 17 | L.A. LAW (49) [6.8 / 17] 6.4 / 16 | 7.1 / 18 |
| | FOX 3.8 / 10 | | | SIMPSONS (79) 4.6 / 12 | TRUE (87) COLORS 3.5 / 9 | BEVERLY HILLS 90210 (87) [3.5 / 9] 3.4 / 9 | 3.7 / 9 | | |
| FRIDAY 7/5 | ABC 10.5 / 22 | | | FULL (9) HOUSE 10.9 / 25 | FAMILY (6) MAT. 11.9 / 26 | BELLES OF (21) BLK ST. 9.8 / 21 | GOING (30) PLACES 8.7 / 18 | 20/20 (9) [10.9 / 22] 11.0 / 22 | 10.8 / 22 |
| | CBS 7.8 / 16 | | | VERDICT (62) 5.8 / 13 | TRUE SP. (62) DETEC. 5.8 / 13 | CBS FRIDAY NIGHT MOVIE—THE LAST FRONTIER PT1 (27) [8.8 / 18] 7.5 / 16 | 8.9 / 18 | 9.1 / 18 | 9.8 / 20 |
| | NBC 7.0 / 15 | | | TRUE BLUE (75) [4.9 / 11] 4.8 / 11 | 5.0 / 11 | NBC FRIDAY NIGHT MOVIE—ELVIRA MISTRESS OF DARK (41) [8.1 / 17] 6.9 / 15 | 8.1 / 17 | 8.7 / 18 | 8.7 / 18 |
| | FOX 3.8 / 8 | | | AMERICA'S MOST (68) [5.5 / 12] WANTED 5.4 / 12 | 5.6 / 12 | ALIEN NATION (91) [2.1 / 4] 2.2 / 5 | 2.1 / 4 | | |
| SATURDAY 7/6 | ABC 5.8 / 13 | | | YOUNG RIDERS (73) [5.0 / 12] 4.7 / 12 | 5.3 / 13 | ABC SATURDAY NIGHT MOVIE—K-9 SILVER FOX (61) [6.2 / 14] 5.1 / 11 | 5.6 / 12 | 7.0 / 16 | 7.2 / 16 |
| | CBS 5.7 / 13 | | | CBS SATURDAY MOVIE—THE LAST FRONTIER PT2 (53) [6.6 / 15] 5.6 / 14 | 6.4 / 15 | 7.0 / 16 | 7.3 / 16 | DOCTOR (84) DOCTOR 3.9 / 9 | GOOD (84) SPORTS 3.9 / 9 |
| | NBC 8.5 / 19 | | | AMEN (53) 6.6 / 17 | DOWN (43) HOME 7.5/ 18 | GOLDEN (17) GIRLS 10.1 / 23 | EMPTY (14) NEST 10.4 / 22 | DEAR(30) JOHN 8.7 / 19 | CAROL & (43) CO. 7.5 / 17 |
| | FOX 3.7 / 8 | | | TLY. HID. (89) VIDEO 2.9 / 7 | YEAR- (90) BOOK 2.3 / 6 | COPS (80) 4.2 / 9 | COPS 2 (71) 5.2 / 11 | | |
| SUNDAY 6/30 | ABC 9.8 / 20 | LIFE GOES ON (59) [6.3 / 14] 5.6 / 13 | 7.0 / 15 | AMR. FUN (12) VIDEO 10.6 / 22 | AMR. FUN (11) PLP. 10.7 / 21 | ABC SUNDAY NIGHT MOVIE—THE TOWN BULLY (8) [11.2 / 21] 9.8 / 18 | 11.2 / 20 | 11.8 / 21 | 12.1 / 23 |
| | CBS 10.4 / 21 | 60 MINUTES (2) [12.7 / 28] 12.2 / 28 | 13.3 / 29 | ALL IN THE (13) FMLY 10.5 / 21 | SUNDAY (22) DINNER 9.7 / 19 | MURDER SHE WROTE (15) [10.3 / 19] 10.3 / 19 | 10.3 / 18 | TRIALS OF ROSIE (38) [8.3 / 16] O'NEIL 8.6 / 16 | 8.0 / 15 |
| | NBC 5.9 / 12 | C. EVERTT KOOP (84) [3.9 / 9] 4.0 / 9 | 3.8 / 8 | EXPOSE (71) 5.2 / 11 | REAL LIFE (57) J. P. 6.5 / 13 | NBC SUNDAY NIGHT MOVIE—NOBLE HOUSE PT1 (47) [7.0 / 13] 6.9 / 13 | 6.9 / 12 | 7.1 / 13 | 7.3 / 14 |
| | FOX 6.4 / 13 | TOTALLY (82) HD VD 4.1 / 9 | P. LEWIS (82) 4.1 / 9 | IN LIVING (53) COLOR 6.6 / 13 | GET A LIFE (73) 5.0 / 10 | MRD. WITH (22) CHILD. 9.7 / 18 | COPS SP. (27) 8.8 / 16 | SUNDAY COMICS (53) [6.6 / 12] 6.9 / 13 | 6.3 / 12 |

| | | | | |
|---|---|---|---|---|
| WEEKLY PRIME TIME AVERAGE | ABC 7.5 / 16 | CBS 8.1 / 17 | NBC 8.1 / 17 | FOX 5.0 / 11 |
| SEASON PRIME TIME AVERAGE | ABC 11.7 / 20 | CBS 11.7 / 20 | NBC 12.0 / 21 | FOX 6.3 / 11 |

YELLOW = 1/2 HR WINNER

°—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

Bros.'s efforts to underline the success of acquired versus original programing is warranted. According to a Lifetime spokeswoman: "At Lifetime, we see more opportunities for the future for original programing. It appears that some people are having difficulty coming to grips with that strategy." Some observers also called into question the timing of Warner's study and its press briefing, noting that Warner Bros. is currently negotiating for the sale of *China Beach* and *Midnight Caller* to cable (see story, "Top of the Week").

USA's Dave Kenin, executive vice president, programing, does not dispute the fact that acquired programing is important, but acknowledged that "over time, the balance between acquired and original programing will shift," and more original programing will be produced. He also disputed the notion that higher ratings mean "acquired does better than original. That's like saying cake is better than water. You can't. You need both," he said. Off-network series, for example, are strippable and help build structure to a schedule, whereas original series are more of a premium, he said.

Kenin also refuted the implication that theatrical releases do better than original movies. Theatricals are not all alike, he said. "Not all have the staying power films like *Rambo* have." (*Rambo* was USA's highest rated movie first quar-

## CABLE NETS RATINGS DROP IN SECOND QUARTER

With most of the bigger cable networks reporting ratings down from last year, the 14 cable networks reporting figures for second-quarter 1991 were down slightly, off 3% compared to last year's ratings for the same period. Hurt by limp ratings for its World League of American Football, USA dipped from the top of the heap with a 2.3 rating to third, with a 1.8. WTBS Atlanta also dipped, from a 2.1 to a 1.8, in part due to lower ratings for Atlanta Braves games than last year, despite the team's better performance this year. ESPN, with baseball ratings off slightly from last year, dipped just 0.1 of a rating point, as did MTV.

CNN, which following the Gulf war saw viewership levels dip back down to 1990 numbers during April and May, had a bad June with ratings for the quarter dropping from a 1.1 to a 0.8.

**Prime Time**

| | *2Q 1991* | | *2Q 1990* | |
|---|---|---|---|---|
| | *Rating* | *HH* | *Rating* | *HH* |
| **TNT** | 1.9 | 1,042,000 | 1.9 | 865,000 |
| **WTBS** | 1.8 | 1,047,000 | 2.1 | 1,136,000 |
| **USA** | 1.8 | 1,035,000 | 2.3 | 1,209,000 |
| **ESPN** | 1.7 | 998,000 | 1.8 | 1,010,000 |
| **Lifetime** | 1.3 | 679,000 | 0.9 | 435,000 |
| **Nashville** | 1.2 | 637,000 | 1.0 | 502,000 |
| **Nick at Nite** | 1.0 | 554,000 | 0.9 | 446,000 |
| **Discovery** | 0.9 | 502,000 | 0.9 | 453,000 |
| **Family** | 0.9 | 473,000 | 0.9 | 424,000 |
| **CNN** | 0.8 | 498,000 | 1.1 | 580,000 |
| **A&E** | 0.7 | 359,000 | 0.7 | 300,000 |
| **MTV** | 0.6 | 332,000 | 0.7 | 359,000 |
| **HL News** | 0.3 | 142,000 | 0.3 | 135,000 |
| **VH-1** | 0.3 | 128,000 | 0.2 | 75,000 |

*Figures are network estimates. All data supplied by outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not on the entire television universe. USA's prime time is 7-11 p.m.; Family Channel's prime time is 8-10 p.m. A&E's full day is 8 a.m.-4 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 7 p.m.-8 a.m.; Discovery and Nashville's are 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.*


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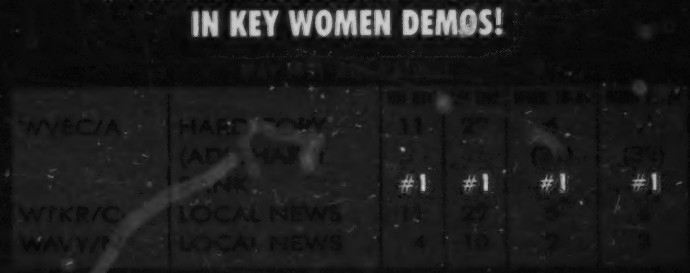


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INCREASED LOCAL NEWS LEAD-OUT DEMOS 7-16%

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# CHANGING HANDS

*This week's tabulation of station and system sales ($250,000 and above)*

**KPAY-AM-FM Chico, Calif.** □ Sold by Pacific Northwest Broadcasting Group to McCoy Broadcasting Co. for $4.1 million. **Seller** is headed by Charles Wilson and owns KBOI(AM)-KQFC(FM) Boise and KSEI-AM-FM Pocatello, both Idaho. **Buyer** is headed by Craig McCoy and owns KCCY(FM) Pueblo, Colo. KPAY(AM) is full-timer with AC format on 1060 khz with 10 kw. KPAY-FM has easy listening format on 95.1 mhz with 8.7 kw and antenna 1,170 feet above average terrain. *Broker: William A. Exline Inc.*

**WJYQ(FM) Moncks Corner, S.C.** □ Sold by Ceder Carolina Ltd. to Sonnydale Broadcasting Inc. for $830,000 cash. **Seller** is headed by Marvin F. Ceder, who is president of Ceder Broadcasting Inc., 63% owner of licensee of WNBR(AM)-WNND(FM) Fuquay Varina, N.C. **Buyer** is owned equally by Dale T. Litchford Sr. and Rodney G. Gross, and has no other broadcast interests. WJYQ has classical format on 105.5 mhz with 3 kw and antenna 265 feet above average terrain.

**WPDX-AM-FM Clarksburg, W.V.** □ Sold by WPDX Inc. to Earl Judy Jr. for $405,000 cash. **Seller** is headed by Patrick H. Kelly and has no other broadcast interests. **Buyer** is headed by Earl Judy Jr., who also owns WBRJ(AM)-WEYQ(FM) Marietta, Ohio; WMQC(FM) Westover, W.V.; WCRO(AM) Johnstown, Pa., and WSKO(FM) Buffalo Gap, Va. Judy is president and 51% owner of WSVG(AM)-WSIG(FM) Mount Jackson, Va.; 49% owner of WZKT(AM) Waynesboro, Va., WKOY(AM)-WKMY(FM) Bluefield-Princeton, W.V., and recently sold WALI(AM)-WROG(AM) Cumberland, Md. WPDX(AM) has country format on 750 khz with 1 kw day. WPDX-FM has country format on 104.9 mhz with 2.5 kw and antenna 321 feet above average terrain.

**WNBI-AM-FM Park Falls, Wis.** □ Sold by Northland Broadcasting Inc. to Nicolet Broadcasting Inc. for $400,000 cash. **Seller** is headed by William Beckwith and George Palo and has no other broadcast interests. **Buyer** is headed by Roger L. Utnehmer and also owns WERL(AM)-WRJO(FM) Eagle River, Wis. WNBI(AM) has adult contemporary format on 980 khz with 1 kw day and 105 w night. WNBI-FM has 98.3 mhz with 3 kw and antenna 275 feet above average terrain.

**KMDY(AM) Thousand Oaks, Calif.** □ Sold by Comedy Broadcasting Co. to Buena-Ventura Communications Inc. for $300,000 cash. **Seller** is headed by Ira Barmak and also owns KNJO(FM) Thousand Oaks, Calif. **Buyer** is headed by Daniel D. Villanueva, who owns Villanueva Media Inc., which is 20% general partner and 55% limited partner of KSMS-TV Monterey, Calif. Villanueva is also on board of directors of Community TV of Southern California, licensee of noncommercial KCET(TV) Los Angeles. KMDY has all comedy format on 850 khz with 500 w day and 250 w night.

*For other proposed and approved sales see "For the Record," page 39.*

### PROPOSED STATION TRADES

**By volume and number of sales**

Last Week:

AM's □ **$975,000** □ **9**

FM's □ **$932,915** □ **2**

AM-FM's □ **$4,905,000** □ **3**

TV's □ **$0** □ **0**

Total □ **$6,812,915** □ **14**

Year to Date:

AM's □ **$51,033,095** □ **140**

FM's □ **$115,686,755** □ **146**

AM-FM's □ **$141,926,587** □ **104**

TV's □ **$269,399,000** □ **41**

Total □ **$578,045,437** □ **431**

For 1990 total see Jan. 7, 1991 BROADCASTING.

## BULLITT SISTERS TO ACQUIRE KING-AM-FM

King Broadcasting Co.'s controlling shareholders, Priscilla Bullitt Collins and sister Harriet Stimson Bullitt, daughters of King Broadcasting founder Dorothy Stimson Bullitt, are forming a corporation to acquire KING-AM-FM Seattle. The price was not disclosed, but industry sources are confident that the $10 million King Broadcasting expected to receive when the company's radio group was placed on the market in March will be paid. The remaining stations, KGW(AM)-KINK(FM) Portland, Ore., and KSFO(AM)-KYA(FM) San Francisco, are still for sale.


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SAN FRANCISCO

# BACK TO NORMAL IN N.Y., L.A.

Just-released spring Arbitron numbers show radio listening returned to pre-war patterns in the nation's top two markets. News stations lost some of the huge gains posted in the winter books (BROADCASTING, April 22) but managed to retain some of their new listeners.

■ *New York*: The much-heralded battle of the CHR's seems to have had little impact on the latest survey, with Emmis's WQHT(FM) seemingly benefitting the most from the return of Scott Shannon to the market. In the spring survey, WHTZ(FM) (Shannon's former station) remained unchanged from the winter book, and WPLJ(FM) (Shannon's new station) gained a 0.2 share to a total 2.2 rating. Oldies-formatted WCBS-FM regained its number-one position, barely ahead of urban-formatted WRKS(FM).

■ *Los Angeles*: Soft adult contemporary KOST(FM) retained the lead in the second market, with talker KABC(AM) jumping into second with a gain of 0.8, from 4.3 to 5.1 from the winter survey. Urban-formatted KKBT(FM) continues to make steady gains with an increase to 4.0. Another big mover was oldies-formatted KRTH(FM), up 2.8 to 3.6.

All numbers are based on persons 12-plus, Monday-Sunday, 6 a.m.-midnight, and are copyrighted by Arbitron.

| | *Format* | *Winter '91* | *Spring '91* |
|---|---|---|---|
| **1. New York** | | | |
| WCBS-FM | Oldies | 5.0 | 5.2 |
| WRKS(FM) | Urban | 5.8 | 5.1 |
| *WPAT-AM-FM | Easy | 4.0 | 4.9 |
| WLTW(FM) | Soft AC | 5.0 | 4.9 |
| WOR(AM) | Talk | 4.3 | 4.6 |
| WINS(AM) | News | 5.7 | 4.3 |
| WNSR(FM) | Soft AC | 4.2 | 4.2 |
| WQHT(FM) | CHR | 3.7 | 4.0 |
| WBLS(FM) | Urban | 4.1 | 3.8 |
| WHTZ(FM) | CHR | 3.6 | 3.6 |
| **2. Los Angeles** | | | |
| KOST(FM) | Soft AC | 5.7 | 6.1 |
| KABC(AM) | Talk | 4.3 | 5.1 |
| KIIS-AM-FM | CHR | 4.7 | 4.7 |
| KLOS(FM) | AOR | 4.0 | 4.5 |
| KBIG(FM) | AC | 3.5 | 4.1 |
| KKBT(FM) | Urban | 3.6 | 4.0 |
| KRTH(FM) | Oldies | 2.8 | 3.6 |
| KWKW(AM) | Spanish | 3.1 | 3.4 |
| KPWR(FM) | CHR | 3.5 | 3.4 |
| KFWB(AM) | News | 4.3 | 3.1 |
| KROQ(FM) | Rock | 2.9 | 3.1 |

*Not simulcast in previous book

# RIDING GAIN

## DAB DO

The European Broadcasting Union (EBU) will hold a digital audio broadcasting symposium in cooperation with the National Association of Broadcasters in Montreux, Switzerland, next year. The two-day symposium (June 8-9, 1992) will be held just prior to the NAB Radio Montreux Symposium and Equipment Exhibition (June 10-13), NAB's first show to be held outside the United States.

The digital audio symposium will focus on the state of the technology following the 1992 World Administrative Radio Conference (WARC) in Barcelona, Spain, next February. World governments are expected to decide whether to allocate L-band spectrum (frequencies near 1500 MHz) for international satellite and terrestrial DAB at WARC. NAB has endorsed a U.S. terrestrial implementation of the European-developed Eureka 147 DAB system and advocates DAB establishment in the L band.

The EBU and NAB events will have separate registrations. Michael Rau, NAB senior vice president, science and technology, said he expects the two groups will agree to admit the other's attendees.

## MONTREUX SIGN-UPS

Six organizations have endorsed the National Association of Broadcasters' plan to organize the NAB Radio Montreux convention, an international radio programing and technology show to be held in Montreux, Switzerland, June 10-13, 1992. The five new "supporting member" organizations are: the Radio-Television News Directors Association, Broadcast Education Association, International Radio and Television Society, National Public Radio and the North American National Broadcasters Association. The European Broadcasting Union had previously signed on as a supporting member.

## JUST SAY YES

Unistar Radio Networks is producing and distributing *The Yes Story*, scheduled to air the weekend of July 19-21 and timed to coincide with the group's current concert tour. The three-hour radio special features Yes's top hits, as well as interviews with band members Jon Anderson, Bill Bruford, Tony Kaye and Steve Howe. *The Yes Story* is hosted by WYSP(FM) Philadelphia's Ed Sciaky.

# NPR NAMES MOSCOW BUREAU CHIEF, MAKES STAFF CHANGES

National Public Radio has named Michael Shuster bureau chief of its new Moscow bureau, scheduled to open this fall. Shuster had been London bureau chief. Previously, NPR relied on correspondent Ann Cooper for reports from Moscow, but she will leave the Soviet Union in September.

Deborah Amos, London-based correspondent for NPR, will replace Shuster as bureau chief there. However, Amos has recently been named a Nieman Fellow at Harvard University for the 1991-92 academic year, so she will not return to London until next summer. John Ydstie, NPR's London economic correspondent, will head the bureau until Amos arrives. *All Things Considered* producer Michael Sullivan will move to London to become a contract reporter.

Other changes include: John Hockenberry, former Mideast correspondent, has returned to New York as a national correspondent; Renee Montagne will replace John Matisonn as South Africa correspondent because Matisonn, Peter Breslow, another *All Things Considered* producer, and correspondent Jackie Lyden will begin a Benton Fellowship in September; Melissa Block, associate producer of *All Things Considered*, will replace Sullivan; Brooke Gladstone, senior editor for *All Things Considered*, will be a John S. Knight Fellow at Stanford University, and Elizabeth Arnold has been hired as a general assignment reporter in Washington.

burg, FL. Action June 21.

■ **WQIZ(AM)-WKQB(FM) St. George, SC** (AM: BAL901207HJ: 810 khz; 5 kw-D; FM: BALH901207HK: 107.5 mhz; 100 kw; ant. 984 ft.)—Dismissed assignment of license from Trident Communicatons Corp. to Barton Broadcasting Corp. for $1.5 million. **Seller** is headed by Thomas J. Greiner and Robert O'Leary, and are permittees of KMCE(FM) Rancho Cordova, CA. **Buyer** is headed by Charles A. Barton, who is 50% stockholder in Mid-Carolina Communications Inc. licensee of WSSC(AM) Sumter, SC, and has 40% interest in Sumter Radio Partnership, which has application for CP pending at Sumter, SC. Action June 24.

■ **WYOR(AM) Brentwood, TN** (BAL910118EA: 560 khz; 500 w-D)—Granted assignment of license from Adoni Communications Inc. to Media Resource Group Inc. for $57,000. **Seller** is headed by Ade Oni, and has no other broadcast interests. **Buyer** is headed by A. K. Upadhyaya (70%) and Elisa O. Upadhyaya (30%), and is licensee of WAJN(AM) Ashland City, TN. Action June 24.

■ **WHLP-AM-FM Centerville, TN** (AM: BAL910514GL: 1570 khz; 5 kw-D; FM: BALH910514GM: 96.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from William A. Potts, receiver, to Hickman County Broadcasting Inc. for $140,000. **Seller** has no other broadcast interests. **Buyer** is headed by Charles Galbreath (51%) and John H. Wiggins (49%). Wiggins is president and 100% stockholder of Queen City Broadcasting System Inc., licensee of WULF(AM)-WKXH-FM Alma, GA; general partner (75% equity) of Wiggins Broadcasting, licensee of WJOT(AM)-WWFN(FM) Lake City, SC, and president and 100% stockholder of Atlantic Broadcasting Inc., proposed assignee of WJCS(FM) Bayboro, NC. Action June 27.

■ **WEKR(AM) Fayetteville, TN** (BAL910516EA: 1240 khz; 1 kw-U)—Granted assignment of license from Elk River Broadcasters Inc. to Hopkins Broadcasting System Inc. for $213,000. **Seller** is headed by Michael R. Freeland, and has no other broadcast interests. **Buyer** is headed by Claude G. Hopkins (100%), and has no other broadcast interests. Action June 27.

■ **KDSI(AM)-KOPY(FM) Alice and KNGV(FM) Kingsville, both Texas** (KDSI: BTC910322GL: 1070 khz; 1 kw-U; KOPY: BTCH910322GM: 92.1 mhz; 3 kw; ant. 300 ft.; KNGV: BTCH910322GN: 92.1 mhz; 3 kw; ant. 210 ft.)—Granted transfer of control within JefCo. Enterprises for $425,000. **Seller** is Elizabeth Fletcher, representative of estate of Jimmie Earle Fletcher, and has no other broadcast interests. **Buyer** is Robert R. Bruton. Melanie Bruton, his wife, is applicant for CP for new FM at Haltom City, TX. Licensee is headed by George W. Marti, who owns 20% stock of Fletcher Broadcasting Inc., licensee of KCLE(AM) Cleburne, TX, and proposed assignee of KCLW-FM Hamilton, TX. Action June 20.

■ **KRYL(FM) Gatesville, TX** (BALH910515GG: 98.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Gatesville Broadcasting Co. to LDR Broadcasting Ltd. for $125,000. **Seller** is headed by Gaylon W. Christie, who is 50% general partner of Cove Broadcasting Co., licensee of KOOV(FM) Copperas Cove, TX. **Buyer** is headed by L. Max Rudolph (75%) and Roger G. Fant (25%), and has no other broadcast interests. Action June 28.

■ **KJWL(FM) Georgetown, TX** (BAPH910501GZ: 107.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Williamson County Communications Inc. to KJWL Associates for $400,000. **Seller** is headed by C. Noel Luper, and has no other broadcast interests. **Buyer** is headed by Richard D. Rees (50%) and Eric E. Slaymaker (50%). Rees is sole owner of Rees Broadcasting Inc., which has application pending against renewal application for licensee of KJQN-FM Ogden, UT. Action June 27.

■ **KFIT(AM) Lockhart, TX** (BAL901003EA: 1060 khz; 2 kw-D)—Granted assignment of license from KFIT Inc. to Onyx Broadcasting Co. Inc. for $400,000. **Seller** is headed by William W. Jamar, who has interests in KBWD(AM)-KOXE(FM) Brownwood, KSNY-AM-FM Snyder, KOKE(FM) Giddings and KCRM(FM) Cameron, all Texas. **Buyer** is headed by Darrell E. Martin, who has 81% ownership of KWWJ(AM) Baytown, TX. Action June 25.

## NEW STATIONS

### Applications

■ **Adams, WI** (BPH910625MA)—Roche-A-Cri Broadcasting seeks 106.1 mhz; 6 kw; ant. 100 m. Address: 408 Hillwood Lane, Friendship, WI 53934. Principal is headed by Karl J. Roekle (25%), Diane Roekle (25%), Dorothy Cooper (5%) and Mark Leibelt (45%), and has no other broadcast interests. Filed June 25.

### Actions

■ **Chatom, AL** (BPH900314MM)—Dismissed app. of Hap-Hazard Broadcast Co. for 106.1 mhz; 25 kw; ant. 93 m. Address: P.O. Box 1479, Cross City, FL 32628. Principal is headed by Charles A. Esposito and has no other broadcast interests. Action June 26.

■ **Chatom, AL** (BPH900315MH)—Dismissed app. of Larry A. Payne for 106.1 mhz; 18.165 kw; ant. 116 m. Address: 230 Shallowford Drive, Gainesville, GA 30501. Principal has no other broadcast interests. Action June 26.

■ **Opelika, AL** (BPH890921MD)—Granted app. of ET Communications Inc. for 96.7 mhz; 3 kw; ant. 100 m. Address: 602 Gatsby Dr., Montgomery, AL 36106. Principal is headed by Ronald W. Eubanks and has no other broadcast interests. Action June 24.

■ **Bella Vista, AR** (BPH880701MT)—Granted app. of Gayla Joy Hendren for 106.5 mhz; 50 kw H&V; ant. 150 m. Address: Rte. 5, Hwy 72 E., Gravette, AR 72736. Principal has no other broadcast interests. Action June 24.

■ **Dover, DE** (BPED900116MF)—Granted app. of Temple University of the Commonwealth for 91.7 mhz; .708 kw-V; ant. 85 m. Address: Broad and Montgomery Sts., Philadelphia, PA 19122. Principal is headed by W. Theodore Eldredge, GM, and eight trustees, and is licensee of WRTI(FM) Philadelphia and permittee of WUCP(FM) Summerdale, PA. Action June 21.

■ **Fairfield, IA** (BPED891228ME)—Granted app. of Fairfield Educational Radio Station for 90.5 mhz; .1 kw H&V; ant. 30 m. Address: Parsons Hall, Rte. 1 North, Fairfield, IA 52556. Principal is headed by William Goldstein and has no other broadcast interests. Action June 21.

■ **Malone, NY** (BPH881116MA)—Granted app. of North Country Broadcasting Co. Inc. for 96.5 mhz; 2.4 kw H&V; 110 m. Address: Porter Rd., Malone, NY 12953. Principal is headed by Mitchell C. Tackley and is licensee of WICY(AM) Malone, NY. Action June 21.

# SUMMARY OF BROADCASTING & CABLE

## BROADCASTING

| SERVICE | ON AIR | CP's [1] | TOTAL * |
|---|---|---|---|
| Commercial AM | 4,988 | 239 | 5,227 |
| Commercial FM | 4,470 | 984 | 5,454 |
| Educational FM | 1,466 | 294 | 1,760 |
| Total Radio | 10,924 | 1,517 | 12,441 |
| Commercial VHF TV | 555 | 18 | 573 |
| Commercial UHF TV | 569 | 171 | 740 |
| Educational VHF TV | 124 | 3 | 127 |
| Educational UHF TV | 231 | 12 | 243 |
| ■ Total TV | 1,479 | 204 | 1,683 |
| VHF LPTV | 206 | 163 | 369 |
| UHF LPTV | 689 | 863 | 1,552 |
| ■ Total LPTV | 895 | 1,026 | 1,921 |
| FM translators | 1,861 | 350 | 2,211 |
| VHF translators | 2,706 | 83 | 2,789 |
| UHF translators | 2,318 | 326 | 2,644 |

## CABLE†

| | |
|---|---|
| Total subscribers | 53,900,000 |
| Homes passed | 71,300,000 |
| Total systems | 10,823 |
| Household penetration† | 58.6% |
| Pay cable penetration | 29.2% |

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.